

# Creating Business Growth in Today's Construction Economy

COMPASS Consultants Corporation  
Contractor Marketing, Inc.

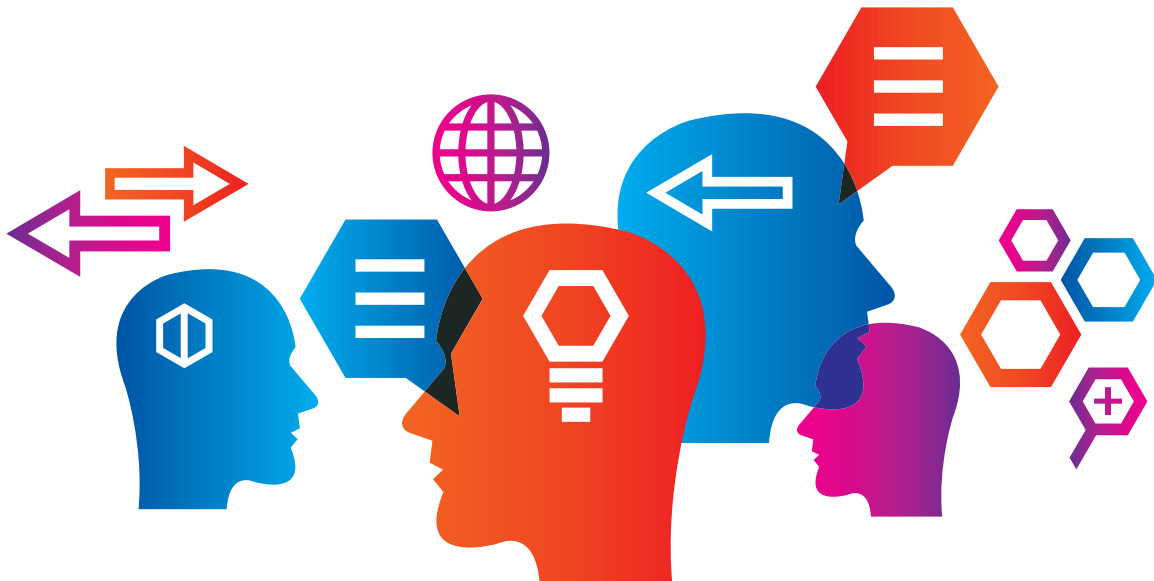
RON MCKENZIE and LARRY SILVER



*"We point you in the right direction."*

There are **ISSUES** facing the **PLANNING** and **STRATEGY** of your company, including developing a **MARKETING, BUSINESS DEVELOPMENT** and **SALES** program, that all need **IMPLEMENTATION** with an emphasis on **SOCIAL MEDIA**.

Don't become a **CASE STUDY**, there is **HOPE** for making a series of small changes that results in profits.



# AGENDA — DAY 1

OPENING	<p><b>8:00 am - Introductions</b></p> <p><b>HOW DOES THIS SEMINAR WORK?</b></p> <p>Larry, Ron, Doug and Sean introduce themselves, and then the seminar attendees introduce their company, type of business and how they deliver construction services.</p> <p><b>THERE WILL BE REGULAR BREAKS THROUGHOUT THE TWO DAYS.</b></p>	WELCOME
ISSUES	<p><b>8:15 am — Parking Lot of Issues</b></p> <p><b>WHAT BUSINESS ISSUES KEEP YOU UP AT NIGHT?</b></p> <p>Larry and Ron are interested in the issues facing your business so they can address them during the seminar. An example of an issue might be in the areas of human resources, communications on the job site, as well how to effectively market with Social Media.</p> <p><b>UNDERSTAND: FOCUS ON ISSUES AND YOUR COMPANY WILL BE BETTER</b></p>	YOUR ISSUES
PLANNING	<p><b>8:30 am — Planning</b></p> <p><b>HOW STRATEGY, BUSINESS AND MARKETING PLANS WORK TOGETHER?</b></p> <p>Successful businesses must be managed, and the best way to accomplish that is to get your employees involved in the planning process so they take ownership of the direction of the company. Proforma financials will be addressed as a scorecard to keep you on track.</p> <p><b>UNDERSTAND: PLANNING IS THE LIFE OF YOUR COMPANY</b></p>	TAKE AWAY
STRATEGY	<p><b>10:45 am — Strategy</b></p> <p><b>WHAT IS THE STRATEGY FOR BUSINESS GROWTH?</b></p> <p>Competitive Strategy is all about developing a true competitive advantage. You need to develop a reason that a prospect should use you as opposed to someone else. It's important to understand the basis for business growth and the seven (7) different ways to grow a business all based upon strategy. One way to think about it is the Game of Chess that has three phases, the Opening Game (OG), the Middle Game (MD) and the End Game (EG).</p> <p><b>UNDERSTAND: WORK THAT YOUR COMPETITION IS DOING, IS WORK YOU ARE NOT DOING. STRATEGY IS ABOUT CHANGING THAT DYNAMIC.</b></p>	TAKE AWAY
LUNCH	<p><b>LUNCH IS ON US IN THE ROOM AT 12:00 NOON</b></p> <p><b>FAILURE TO THINK</b></p> <p><b>PEER GROUPS</b></p>	TAKE AWAY



# AGENDA — DAY 1

<b>MARKETING</b>	<b>1:00 pm — Marketing — Opening Game</b> <b>HOW DOES THE MARKETING PLAN RESPOND TO THE STRATEGIC PLAN?</b> How to identify and develop your marketing tactics, including a discussion of the Marketing Toolbox which helps you implement your programs. <b>UNDERSTAND: YOU DO NOT KNOW WHICH TACTIC IS GOING TO WORK, AND YOU CAN'T DO THEM ALL</b>	<b>TAKE AWAY</b>
<b>BUSINESS DEVELOPMENT</b>	<b>2:30 pm — Business Development — Middle Game</b> <b>WHAT IS BUSINESS DEVELOPMENT REALLY ABOUT?</b> How to develop an effective business development model. What is Business Development and how it works. <b>UNDERSTAND: BUSINESS DEVELOPMENT IS RELATIONSHIP DRIVEN – WHO IS DOING IT IN YOUR OFFICE?</b>	<b>TAKE AWAY</b>
<b>SALES</b>	<b>4:00 pm — Closing the Deal — End Game</b> <b>HOW TO CLOSE THE DEAL?</b> Proposal writing is an art, and a key step in the sales process. Ironically, it is often the step that is most overlooked. There is an art to asking for the order, but the real art is setting up so the prospect asks you to do the project. <b>UNDERSTAND: YOU MUST THINK ABOUT MULTIPLE WAYS TO SUBLIMINALLY ASK FOR THE ORDER</b>	<b>TAKE AWAY</b>
<b>DINNER</b>	<b>6:30 pm</b> <b>DINNER TOGETHER OR ON YOUR OWN</b>	



# AGENDA — DAY 2

IMPLEMENTATION	<p><b>8:00 am — Implementing the Plans</b></p> <p><b>HOW TO MAKE EVERYTHING HAPPEN??</b></p> <p>Setting goals for objectives and the resulting tactics is important as it is the people, meaning the employees, that grow a company. Planning and implementing is about getting them all going in the same direction with set Objectives.</p> <p><b>UNDERSTAND: YOU MUST RESPOND TO THE NEEDS AND WANTS OF THE PROSPECT.</b></p>	TAKE AWAY
SOCIAL MEDIA	<p><b>9:30 am — Social Media is not going away</b></p> <p><b>TO BLOG OR NOT TO BLOG</b></p> <p>Every company needs a Social Media plan, just like ten years ago when every company realized they needed a web site, which today is a given. A discussion of what is happening and how Social Media leads to new profitable projects.</p> <p><b>UNDERSTAND: SOCIAL MEDIA IS THE BIGGEST THING TO HAPPEN TO MARKETING IN THE LAST 25 YEARS. IT MUST BECOME A CRITICAL COMPONENT OF YOUR MARKETING</b></p>	TAKE AWAY
CASE STUDY	<p><b>10:00 am — Case Study</b></p> <p><b>WHAT WOULD YOU DO IN THIS SITUATION?</b></p> <p>In this economy, contractors are constantly confronted with projects to do at cost, and they take these projects to keep their employees on the job, and cash coming in the door. However, there is a huge amount of RISK associated with this scenario. Such a problem is going to be presented, and then discussed so that Strategy can be used to help you make a decision in the future.</p> <p><b>UNDERSTAND: EVERYONE WILL HAVE DIFFERENT SETS OF REASONS FOR HOW TO PROCEED, BUT IT'S IMPORTANT TO THINK ABOUT THE LONG-RANGE IMPLICATIONS OF THE RISK.</b></p>	TAKE AWAY
HOPE	<p><b>11:00 am — Hope Is Not A Strategy</b></p> <p><b>HOW ARE YOU GOING TO START?</b></p> <p>There are several ways that Ron and Larry can help you in your business, and these are presented so you have a resource to use in the future.</p> <p><b>UNDERSTAND: WE CAN HELP A LOT, OR JUST A LITTLE, BUT WE CAN ACCELERATE THE PROCESS, AND HELP YOU MAINTAIN PROFITABILITY.</b></p>	TAKE AWAY
LUNCH	<p><b>LUNCH IS ON US IN THE ROOM at 12:00 NOON</b></p> <p><b>A REALLY BIG PROJECT</b></p>	TAKE AWAY
CG EXPERTS	<p><b>PRESENTATION BY GC EXPERTS</b></p> <p><b>ADDITIONAL MATERIAL AS REQUIRED</b></p>	TAKE AWAY

